



# THANK YOUR CLEANER DAY™



This is the day to show your  
Commercial Cleaner how much  
you appreciate them!

**15<sup>th</sup> October 2025**

[thankyourcleanerday.co.nz](https://thankyourcleanerday.co.nz)



Thank Your Cleaner Day



@thankyourcleanerday



Thank Your Cleaner Day New Zealand



POWERED BY **KÄRCHER**

In 2015, Thank Your Cleaner Day™ was launched by the Building Service Contractors of New Zealand (BSCNZ), with generous support from Kärcher. The initiative was born from a simple yet powerful idea conceived by Lance Pattullo and Michelle Boag—to shine a spotlight on the tens of thousands of skilled, dedicated cleaning professionals who work tirelessly behind the scenes to keep our environments clean, safe, and hygienic.

BSCNZ and Kärcher are proud to be the driving force behind this global movement and invites you to take part in Thank Your Cleaner Day™ on Wednesday, 15 October 2025. It's a chance to show genuine appreciation—whether through a heartfelt thank-you, a small gesture, or a workplace celebration.



**Let's make this day meaningful for those who make every other day better!**

**29,245**

workers

**6%**

of workers in NZ

**\$1.25 billion**

generated by the industry

**2%**

of NZ GDP

**[thankyourcleanerday.co.nz](https://thankyourcleanerday.co.nz)**

## Why should your business get involved?

### SOCIAL RESPONSIBILITY

We all like to feel valued and appreciated. This day is a proven way to thank these essential workers who are predominantly never seen, yet work hard to keep your place of business healthy, clean and operational.

### BRAND AWARENESS

Your brand will be associated and promoted through the BSCNZ online campaign.

### BRAND ASSOCIATION

In associating your brand with this special day you are showing that your business cares about the individuals who help keep your place of business clean and hygienic – so you can continue to do what you do best!

### STAFF ENGAGEMENT

This is a wonderful opportunity to involve your staff in a great initiative. Bring the team together to plan a special way to celebrate.

### INDUSTRY RECOGNITION

Your support will be recognised and appreciated by your customers, staff, cleaning contractors and suppliers within the industry.

## Want to get involved?

Reach out to your BSCNZ cleaning contractor to express your interest. They can supply posters, stickers, and official correspondence to help you celebrate.

## Make it Meaningful—Big or Small

Every year, businesses find creative ways to make this day special. We've put together a list of ideas to inspire you—there's something for every budget

### TEAM & WORKPLACE ENGAGEMENT

- **Host a morning tea:** Gather staff for a short event where cleaners are publicly acknowledged and thanked.
- **Create a Wall of Appreciation:** Set up a space where employees can post notes, drawings, or messages of thanks.
- **Feature Your Cleaner** in a Newsletter or Social Post

### PERSONAL TOUCHES

- **Customised Gift Bags:** Include practical items like hand cream, snacks, coffee vouchers, or reusable water bottles.
- **Video Messages:** Record short thank-you clips from staff and compile them into a video tribute.
- **Decorate Their Work Area:** Add balloons, streamers, or a banner to surprise them when they arrive.

### COMPANY-WIDE INITIATIVES

- **"Cleaner for a Day" Challenge:** Invite staff to experience a cleaner's routine to build empathy and appreciation.
- **Professional Development Support:** Offer access to training or courses that may benefit their career growth.

### COMMUNITY INVOLVEMENT

- **Partner with Local Media:** Share your celebration story to raise awareness and inspire others.





**The Voice of the  
Building Services  
Industry in New Zealand**

### Why Choose a BSCNZ Member as your commercial cleaning contractor?

Partnering with a BSCNZ member means choosing quality, integrity, and peace of mind. Our members are independently audited and committed to best practice, ensuring your cleaning services meet the highest standards.

#### Trusted & Audited

All members are audited for compliance with NZ employment laws and our strict Code of Practice—so you know you're working with a responsible, ethical provider.

#### Health & Safety Focused

BSCNZ members share industry knowledge to manage the unique safety challenges of commercial cleaning—protecting both staff and your workplace.

#### Sustainability Driven

From eco-friendly products to smart waste management, our members help you meet environmental goals while keeping costs in check.

### Industry Advocacy

We represent our members at government and union levels, ensuring their voices are heard and industry standards continue to improve.

### The BSCNZ Advantage

Choosing a BSCNZ member means choosing a contractor who is:

- Professionally vetted
- Ethically driven
- Safety-conscious
- Environmentally responsible
- Supported by a national industry body

### BSCNZ—Raising the standard for commercial cleaning in New Zealand.

To find a Registered BSCNZ Member visit  
[www.bsc.org.nz](http://www.bsc.org.nz)

Through using a BSCNZ registered Cleaning Contractor  
**You are demanding the best!**

**KÄRCHER**

## HERE'S TO THE UNSUNG HEROES OF OUR WORKPLACES!

At Kärcher, we're proud to be a founding partner of *Thank Your Cleaner Day*.

Behind every clean and healthy workplace is a dedicated cleaning professional. Their hard work is the foundation of a safe, productive environment for everyone, and it's something that often goes unnoticed.

Let's take a moment to stop and recognise these everyday heroes. Join us as we say a huge "Thank you!" to all the cleaning professionals who work hard to keep our spaces hygienically clean and tidy every day.

DANKE!

NGĀ MIHI NUI!

**THANK  
YOU!**

[karcher.co.nz](http://karcher.co.nz)

 **Careerforce**  
Te Toi Pūkenga

**International  
Thank Your  
Cleaner Day  
October 15th.  
Say thanks to  
your unsung heroes!**

[www.careerforce.org.nz](http://www.careerforce.org.nz)

On-the-job training  
provider for your  
cleaning heroes

